



**2025**

## **PROJECT PROPOSAL**



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**SELLUX PLASTER LTD**

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# SELLUX PLASTER LTD PROJECT PROPOSAL

## 1. EXECUTIVE SUMMARY

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Sellux Plaster Ltd is a leading interior finishing company offering comprehensive plasterboard, acoustic, and custom solutions tailored to commercial and institutional projects. With over 7 years of industry experience, Sellux leverages a skilled workforce, top-quality materials, and a one-stop-shop approach to meet diverse client needs. Our core strengths include an integrated service portfolio, rigorous quality and safety standards, and a customer-centric project management philosophy. We aim to partner with your company to deliver cost-effective, timely, and high-quality interior finishing solutions that support your project goals.

Key highlights of our proposal include:

- **Integrated Services:** A full suite of services (plasterboard, acoustic ceilings, electrical, furniture, finishing) under one roof for streamlined project delivery.
- **Experienced Team:** Certified professionals and artisans with extensive experience in interior installations and finishing.
- **Quality & Safety:** Commitment to quality management processes and strict adherence to safety regulations.
- **Customer Focus:** Transparent communication and collaborative planning ensure that project outcomes align with client goals.
- **Proven Capability:** A track record of successfully completed projects in similar sectors.

This proposal outlines Sellux's company background, detailed service offerings, unique value propositions, exemplary project references, operational capacity, and our approach to ensuring quality, safety, and client satisfaction.

## 2. COMPANY OVERVIEW

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Sellux Plaster Ltd was established in 2018 with a vision to provide high-quality interior finishing solutions in the Ghanaian construction industry. Since inception, the company has grown steadily, expanding its team and capabilities to become a trusted partner for commercial contractors and property developers. Sellux is driven by a mission to transform interior spaces through durable, aesthetically pleasing, and acoustically optimized finishes.

### 2.1 Mission Statement

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To deliver exceptional dry wall and interior finishing on time and within budget, while upholding the highest standards of craftsmanship and service.

## 2.2 Vision Statement

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To be the leading provider of innovative interior construction solutions in West Africa, recognized for quality and reliability.

## 2.3 Core Values

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- + **Quality:** We use premium materials and enforce strict **Quality Assurance (QA)** and **Quality Control (QC)** processes to ensure a superior finished product.
- + **Safety:** We prioritize safety on every project, adhering to industry regulations to protect our team and clients.
- + **Integrity:** We conduct business transparently and ethically, building trust with our clients and partners.
- + **Customer Focus:** We listen to client needs, adapt our solutions, and maintain clear communication throughout each project.
- + **Innovation:** We stay updated with industry trends and invest in training and technology to deliver efficient solutions.

Sellux's leadership and project managers have decades of collective experience in construction and interior fit-outs. This depth of expertise helps the company navigate complex project requirements, comply with all building codes and standards, and ensure consistent client satisfaction.

## 3. SERVICE PORTFOLIO

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Sellux Plaster Ltd offers a comprehensive portfolio of interior finishing services, each executed by specialized teams with the tools and know-how to achieve outstanding results:

### **3.1 Plasterboard Supply & Installation**

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We provide high-quality gypsum plasterboards of various types (standard, moisture-resistant, fire-rated, and acoustic variants). Our service includes precise fitting on walls and ceilings, ensuring smooth joints and proper insulation. Plasterboard is an economical solution for interior partitions and ceilings, offering fire resistance and impact strength.

### **3.2 Acoustic Ceiling Systems**

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We supply and install acoustic ceiling tiles and grid systems designed to improve sound control and interior aesthetics. Acoustic tiles reduce ambient noise and reverberation, creating comfortable environments in offices, schools, hospitals, and commercial spaces. Our offerings include mineral fiber, fiberglass, and specialty decorative panels installed on sturdy metal grid frameworks.

### **3.3 Grid Suspension Systems**

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For areas requiring drop ceilings, our team can install complete grid suspension systems, including ceiling grids, hangers, and perimeter trims. These systems facilitate easy access to utilities (HVAC, electrical) while supporting acoustic or decorative tiles.

### **3.4 Skimming and Surface Finishing**

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Sellux uses high-grade skimming compounds and plasters to produce perfectly smooth wall and ceiling surfaces. After plasterboard installation, skilled craftsmen apply skimming powder and sand to eliminate imperfections, providing a seamless base ready for painting or other finishes.

### **3.5 Electrical Installations**

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We coordinate with licensed electricians to supply and install lighting fixtures, cabling, sockets, and switches integrated into the walls and ceilings we build. This includes recessed lights in plasterboard ceilings, emergency lighting, and provisions for Audio-Visual system. All electrical work complies with national wiring regulations and safety codes.

### **3.6 Custom Furniture & Joinery**

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Our carpentry team designs and installs built-in furniture elements such as office partitions, shelving units, reception desks, and cabinetry. Utilizing durable materials, we tailor these installations to complement the plaster and ceiling work, ensuring cohesive interior design and maximizing functional use of space.

By offering these services under one contract, Sellux eliminates the need for multiple subcontractors, reducing coordination complexity and potential delays. Clients benefit from streamlined communication, consistent quality standards across all trade scopes, and a single point of accountability for their interior finishing projects.

## **4. PROJECT COSTING APPROACH**

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While each project is unique and pricing depends on scale, materials, and complexity, Sellux Plaster Ltd adopts a transparent and flexible costing model designed to suit varying budgets. We typically work with clients through the following methods:

### **4.1 Itemised Quotations**

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Based on unit rates (per sqm, per unit) after site assessment.

### **4.2 Milestone-Based Billing**

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Payments tied to completion of project phases (e.g., framing, skimming, final finishes).

### **4.3 Flexible Adjustments**

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Variations during project execution are transparently discussed and documented.

Our aim is to ensure affordability without compromising quality. We are always open to cost optimisation suggestions in collaboration with client stakeholders.

## **5. UNIQUE SELLING PROPOSITIONS**

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Sellux Plaster Ltd stands out in the market through several key differentiators that deliver added value to our clients:

### **5.1 One-Stop Integrated Solutions**

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We combine plastering, acoustic, electrical, and furniture installation services to offer seamless turnkey delivery. This integrated model minimizes scheduling conflicts and ensures all aspects of the interior finish work harmonize perfectly.

### **5.2 Skilled and Certified Team**

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Our workforce includes certified plasterers, electricians, and carpenters who receive ongoing training. We strictly follow best practices and standards – for example, our quality management aligns with ISO 9001 principles to consistently meet client expectations.

### **5.3 Proven Quality and Reliability**

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We use only high-grade materials from reputable suppliers and employ a rigorous quality assurance process. Progress is monitored at every stage, and final inspections ensure the work meets design specifications and performance criteria.

## **5.4 Commitment to Safety**

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Recognizing that “*construction is a high hazard industry*”, Sellux enforces comprehensive safety protocols on all job sites. Regular safety trainings, PPE usage, and adherence to local and international safety regulations protect workers and clients alike.

## **5.5 Flexible and Client-Focused**

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We tailor our services to match each client's requirements and schedule. Our project managers maintain open communication, allowing for adjustments as projects evolve. This client-centric approach fosters collaboration and ensures that the final outcome reflects the client's vision.

## **5.6 Timely Completion and Accountability**

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We understand that delays are costly. Sellux maintains clear timelines and resource plans to deliver on schedule. Our commitment to accountability means we stand by our deadlines and address any issues proactively to avoid delays.

These unique selling points position Sellux as a trusted partner capable of delivering exceptional interior finishing solutions that meet the highest standards of quality, safety, and customer satisfaction.

# **6. NOTABLE PROJECTS**

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While respecting client confidentiality, the following examples illustrate Sellux’s experience in diverse projects. These case studies demonstrate our capability to deliver on scope and quality requirements:

## **6.1 Zoomlion Book Printing Facility (Accra)**

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Completed the interior fit-out of a 4,640m<sup>2</sup> Zoomlion book printing facility in Accra. The scope of work included the installation of fire-rated plasterboard partitions, a full acoustic ceiling system, integrated task and ambient lighting, and custom-built workstations and storage units. Additionally, the project covered the construction of modern washrooms and a fully furnished management office. The project was delivered on schedule, enhancing operational efficiency, safety compliance, and the overall professional standard of the production environment.



## 6.2 Bel-Aqua Branding & Packaging Facility (Dawenya, Accra)

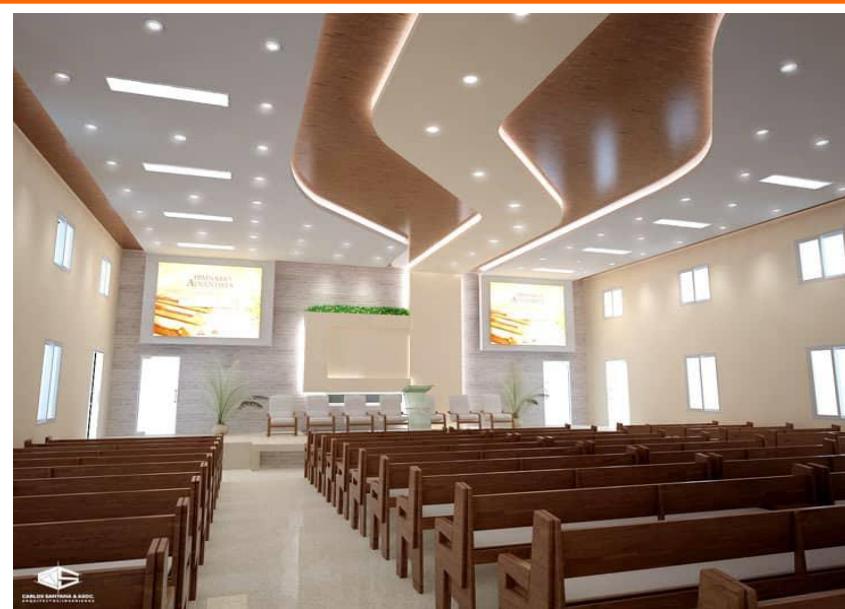
Executed the interior fit-out works for the Bel-Aqua branding and packaging facility in Accra. Scope of work included the installation of drywall partitions to create designated branding, packaging, and administrative zones, a full ceiling system to enhance lighting distribution and acoustic control, complete electrical installations including lighting, power points, and equipment connections, as well as comprehensive painting works. The facility was finished to a high industrial standard, ensuring durability, hygiene, and functionality suitable for a fast-paced production environment. The project was delivered on schedule, supporting operational readiness and maintaining Bel-Aqua's brand integrity throughout the space.



## **6.3 Catholic Church(Sunyani)**

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Executed interior works for a Catholic Church in Sunyani, generously donated by Hon. Ignatius Baffour-Awuah, former Minister of Employment and Labour Relations. The scope included the design and installation of an elegant ceiling system that harmonises with the church's architecture, full interior painting with high-quality finishes, and comprehensive electrical installations comprising lighting, power distribution, and fittings for both the main worship area and auxiliary spaces. The project enhanced the spiritual atmosphere of the space while ensuring functionality, comfort, and safety for the congregation.



## **6.4 Other Projects**

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### **1. Retail Shop Design – Kumasi**

Completed the interior design and fit-out of a modern retail shop in Kumasi, incorporating display optimisation, customer flow, and branding elements to enhance shopping experience.

### **2. Conference Hall and Dressing Room – Baffour Eleven, Sunyani**

Delivered the interior construction of a functional conference hall and adjoining dressing room, tailored for multipurpose events, presentations, and private preparations.

### **3. Renovation – Tetteh-Quarshie Teaching Hospital, Aburi Mampong**

Carried out renovation works to improve functionality and aesthetics of selected areas, focusing on durability, hygiene, and patient-centred spatial arrangements.

### **4. Showroom Design – Orca Decor**

Designed and executed a stylish and functional showroom for Orca Decor, featuring product-focused spatial planning, custom display installations, and branded finishes to enhance customer engagement.

### **5. Showroom, Management and Offices Design – House of Makeye Interior, Cantonments**

Designed and fitted out the showroom and office spaces, including partitions, ceilings, lighting, and branded finishes to reflect the company's premium identity.

These case studies reflect Sellux's versatility and dedication. We have consistently delivered functional, safe, and visually appealing spaces that meet our clients' needs.

## **7. OPERATIONAL CAPACITY**

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Sellux Plaster Ltd has the operational resources and geographic reach to handle projects of varying sizes and complexities:

### **7.1 Team Composition**

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Our core team includes 2 project managers, 2 site supervisors, and 20 skilled installers (plasterers, electricians, carpenters) supported by 2 administrative and logistics staff. Each project team is led by an experienced manager who ensures coordination among trades.

### **7.2 Equipment and Vehicles**

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We maintain service vehicles and essential equipment such as scaffolding, mixing machines, and cutting tools. Our inventory also includes material handling gear to transport heavy boards and furniture components safely.

### **7.3 Supply Chain**

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We have developed reliable partnerships with suppliers and specialised firms to support our operations across various project scopes. These collaborations ensure efficient procurement of quality materials such as gypsum boards, acoustic tiles, electrical components, and finishing materials. Our partners help us maintain consistency in delivery, uphold project timelines, and manage costs effectively.

#### **Key Partner Companies:**

1. DAKFO Enterprise Limited
2. SELCO PLUS ILD
3. Jamal Brothers Industries
4. Lozza Decor

### **7.4 Service Areas**

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Headquartered in Accra, Sellux operates primarily in the Greater Accra region but also services projects across Ghana and neighboring countries. We have the logistical capacity to manage on-site operations in remote locations, coordinating local subcontractors when needed under our quality supervision.

### **7.5 Scalability**

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For larger contracts, we can scale our workforce by engaging additional qualified subcontract teams that work under Sellux's management. This flexibility allows us to meet tight timelines without compromising quality.

Our robust operational capacity ensures that Sellux can reliably execute projects end-to-end, regardless of complexity or scale.

## **8. Quality Assurance and Safety Practices**

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Quality and safety are integral to Sellux's operations:

### **8.1 Quality Management**

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Sellux follows a documented quality management standards. Every project begins with a detailed work plan and quality control checklist. We conduct regular site inspections and audits at critical stages (board installation, joint finishing, final review) to ensure compliance with specifications. Any defects are identified and corrected promptly to guarantee a high-quality finish.

### **8.2 Certified Materials and Techniques**

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We use industry-standard materials (e.g., certified gypsum boards, fire-resistant compounds) and proven installation techniques. Our workers are trained on manufacturer guidelines and best practices to ensure long-lasting results. Final inspections include verifying flatness of walls/ceilings, secure grid alignment, and proper finish texture.

### **8.3 Safety Protocols**

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In line with international construction safety guidelines, we enforce strict on-site safety measures. This includes daily safety briefings, use of appropriate Personal Protective Equipment (helmets, eye protection, harnesses for high work), and maintaining clean, hazard-free work areas. We ensure that all electrical installations comply with wiring regulations to prevent fire hazards.

### **8.4 Training and Compliance**

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Our team members undergo regular safety and skills training. Supervisors hold certifications in first aid and site safety. We also carry insurance coverage and facilitate periodic external inspections to reinforce safety standards.

### **8.5 Environmental Considerations**

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Sellux prioritizes waste reduction and recycling. We responsibly dispose of debris and recycle packaging materials whenever possible, reflecting our commitment to sustainable practice.

These quality assurance and safety practices not only protect workers and clients but also enhance project efficiency. A well-managed, safe site reduces rework and delays, ultimately ensuring on-time, on-budget delivery with the highest quality.

## **9. Client Engagement Approach**

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Sellux Plaster Ltd builds strong client relationships through a structured, collaborative approach:

### **9.1 Consultation & Needs Assessment**

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We begin with a thorough consultation to understand the client's requirements, design objectives, budget, and timeline. Our team visits the site to assess conditions and identify any potential challenges.

### **9.2 Tailored Proposal & Planning**

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Based on this assessment, we prepare a detailed proposal and work plan. This includes material selections, scheduling of phases, and coordination with other trades. We encourage client input and feedback at this stage to fine-tune the scope.

### **9.3 Transparent Communication**

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Throughout the project, we assign a dedicated project manager as the single point of contact. Regular progress updates (via reports or meetings) keep clients informed of milestones, material deliveries, and any adjustments needed. This transparency fosters trust and allows quick decision-making.

### **9.4 Collaborative Problem-Solving**

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Unexpected issues can arise on projects. When they do, our team works closely with the client to explore solutions, balancing technical considerations, cost, and schedule impacts. We strive for minimal disruption and maintain flexibility in our approach.

### **9.5 Quality Walkthrough & Handover**

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Upon completion, we conduct a final walkthrough with the client to ensure satisfaction. We address any punch-list items immediately. Sellux provides guidance on maintenance of installed systems and stands by the quality of our work.

### **9.6 Post-Completion Support**

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After project handover, Sellux remains available for warranty support and any further assistance needed. Our goal is to establish long-term partnerships; many clients return to us for additional phases or new projects due to our dependable service and follow-through.

By emphasizing open communication and collaboration, we ensure that each project aligns with the client's vision and requirements. This client-focused approach leads to high satisfaction and repeat business.

## 10. TESTIMONIALS AND CLIENT ENDORSEMENTS

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*“Sellux transformed our facility with high-quality finishing and excellent professionalism. Their attention to detail and ability to meet timelines made a huge difference in our operations.”*

— Facility Manager, Zoomlion Book Press

*“The team at Sellux delivered exactly what we needed for our showroom – elegant, functional, and brand-aligned.”*

— Project Coordinator, Orca Decor

These testimonials reflect our ongoing commitment to excellence and client satisfaction.

## 11. Contact Information

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We appreciate the opportunity to present this proposal and look forward to the possibility of working with [Client Company Name]. For further discussion or to arrange a meeting, please contact us:

### **SELLUX PLASTER LTD**

**Address:** Odorkor Adjacent Glory Land Hotel

**Phone:** +233552088784 / +233549926773

**Email:** selluxplaster@gmail.com

We are confident that Sellux's comprehensive services, experienced team, and commitment to excellence will contribute significantly to the success of your project. We invite you to contact us at your convenience so we can discuss how we can tailor our solutions to meet your specific needs. Thank you for considering Sellux Plaster Ltd as your partner in delivering quality interior finishes.

Sincerely,

.....  
**Frank Darkoh, CEO  
Sellux Plaster Ltd**